



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

Since the launch of the National Geographic Arizona Sonora Desert Region MapGuide, the Arizona Office of Tourism and our partners the Sonora Tourism Commission, the Sonoran Institute, Arizona-Mexico Commission, Bureau of Land Management and National Geographic's Center for Sustainable Destinations, have been working diligently to keep geotourism opportunities top of mind for visitors. For Arizona, geotourism offers a holistic visitor experience by focusing on more than just Arizona's beautiful scenery. It offers visitors a chance to really understand our state's environment, culture, heritage, traditional music, and authentic cuisine.

Over the course of the year, AOT has helped define and promote the geotourism gems throughout Arizona through our Web site [www.Arizonaguide.com](http://www.Arizonaguide.com). Another major component to this promotion is the development of the AOT brand *Arizona Origins*. This is more than just a logo as this brand has applications across all four of our marketing dimensions: Unexpectedly Exhilarating Signature Scenery, Rejuvenating Open-Air Lifestyle, Timeless Discovers, and Vibrant Variety.

To help continue to spread the news about Arizona's geotourism assets, AOT has planned a media familiarization tour this week for both national and international travel writers. With the help of AOT staff, this group will discover such geotourism gems as the Pueblo Grande Museum & Archeological Park, Huhugam Heritage Center, Casa Grande Ruins, De Grazia Gallery in the Sun, Kitt Peak Observatory, Tumacacori National Historic Park and the Bisbee Mining & Historical Museum. The group will also enjoy authentic local cuisine at Tohono Chul Park Tea Room, Terra Cotta, Patagonia's Velvet Elvis and the Arizona Inn.

Although this is a small selection of the geotourism opportunities, this is a well-rounded trip that will help highlight and bring international attention to the unique culture, heritage, music and cuisine that really sets the Grand Canyon State apart.

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### Arizona Tourism University Presented First Workshop

ATU presented the *AOT on the Road: Native American Community Outreach* workshop on October 11<sup>th</sup> at The Lodge on the Yavapai-Apache Nation. More than 25 participants attended the all-day workshop. Tribal representatives received information on AOT programs and had an opportunity to meet one-on-one with AOT staff. The workshop also included special presentations on *Nature Tourism/Wildlife Viewing* by James Mallman, President, Watchable Wildlife, and *Outdoor Recreation and Its Impact on Tribal Communities* by Tom Combrink, Senior Researcher, Northern Arizona University and Martin L. Begaye, Parks Program Manager, Navajo Nation.

Don't miss future announcements in *AOT in Action* for details on the next ATU workshop, *How to Develop an Interactive Marketing Strategy*.

### AOT's Year-End Summary for 2006 Now Online

The Arizona Office of Tourism has now posted the Arizona Tourism Year-End Summary for 2006 online at [www.azot.gov](http://www.azot.gov). The summary includes 2006 economic impact numbers; domestic overnight leisure profile, leisure activities and leisure travel by region information; statewide and county total direct spending information; statewide lodging numbers; state and national parks visitation numbers; airport passenger traffic; trends; and top Arizona attractions by visitation. The report can be accessed at [www.azot.gov](http://www.azot.gov) under the AZ Tourism Year-End Summary section.

## Industry News

### SAVE the DATE: The Second Annual Tourism Safety and Security Conference Held Nov. 8

The Second Annual Tourism Safety and Security Conference will be held at the Hilton Scottsdale Resort and Villas, Thursday, November 8, 2007 from 8 a.m. to 5 p.m. This conference will bring together public safety officials and tourism industry professionals to make both sides aware of the safety and security issues related to tourism and the advantages of cooperation and collaboration. The opening session is a panel of experts lead by Brady Castro, VP of the Arizona Super Bowl Host Committee who will describe the Super Bowl XLII planning process. Cam Hunter, Bureau Chief, Emergency Preparedness and Response Arizona Department of Health Services will discuss "Pandemic: Issues for Guests, Future guests and Employees." At the Luncheon, Leesa Morrison, Director, Arizona Office of Homeland Security will describe "The State of Arizona's

Preparedness.” Bruce MacMillan, CEO, Meeting Professionals International will discuss Security Planning for the Global Meeting Industry. Register at <http://mttrc.asu.edu/web/aztss>. Contact Jim Fausel (602-496-0161) or [jim.fausel@asu.edu](mailto:jim.fausel@asu.edu) for more details.

### **International Visits Up 9 Percent in July**

The Commerce Department says that 5.3 million international visitors traveled to the U.S. in July, an increase of 9 percent over July 2006. Total visitation for the first seven months of the year was up 8 percent from the same period in 2006. The agency said international visitors spent \$10.2 billion in July, up 12 percent from July 2006, and \$68.0 billion year-to-date, up 10 percent from the first seven months of 2006. Canadian visitation grew 6 percent over July 2006 for both air and land arrivals. Year-to-date arrivals from Canada were up 5 percent. Arrivals from Mexico for those traveling to interior U.S. points were up 10 percent in July, while year-to-date air arrivals were up 9 percent. Overseas arrivals, excluding Canada and Mexico, rose 10 percent in July and were up 8 percent for the first seven months of the year. (*Special to TA*)

### **State Dept. Advises Applying for Passports Now**

Travelers planning international trips should apply for passports during the fall, according to the State Department, rather than waiting. According to an announcement released Thursday, the agency said it historically receives "fewer passport applications during the fall, making it the best time to apply." The department also cautioned against waiting until January to apply as the month marks the beginning of "our busy season" and increased demand may result in "longer processing times." Currently, the processing time for routine passport applications is down to four to six weeks, the agency said. (*Travel Weekly.com, 10/11*)

### **TIA Forum to Explore China**

The Travel Industry Association's annual Marketing Outlook Forum will feature enhanced programming this year, including early results of a major new study on the Chinese travel market. The conference will take place October 22-25 in Charlotte, N.C. "With 115 million Chinese expected to travel internationally by 2020, capturing just one percent of this market would be phenomenal for the U.S.," said Bruce Bommarito, executive vice president and chief operating officer of TIA. Bommarito will be convening 31 provincial Chinese tourism directors with 45 U.S. state tourism directors during the Forum to foster relationship-building and information exchange between the two countries. (*MiMegasite.com, 10/11*)

### **Hyatt Study Finds Food, Culture Hold Appeal**

Americans' definition of adventure travel is broadening, according to a new Hyatt Resorts survey showing more travelers look to food and culture to spice up their vacations. In fact, two-thirds of Americans consider unique cuisines, such as a Hawaiian Luau or a Texas barbeque, as an adventure travel activity they would want to participate in on vacation. Consumers ranked cuisine ahead of such activities as water sports like tubing, white water rafting or kayaking; mountain biking; and rock climbing. The survey was conducted September 20-24 among a sample of 1,000 adults by Opinion Research Corp. (*Modern Agent.com, 10/11*)